Library-Iowa Department for the Blind
Denise Bean
denise.bean@blind.state.ia.us

Weekly Dose Trademark Sign Used as a Superscript?

"Working on a worksheet and I don't have access to pull up any resources to find my answer, wondering, if the trademark sign should be transcribed by using a superscript?"

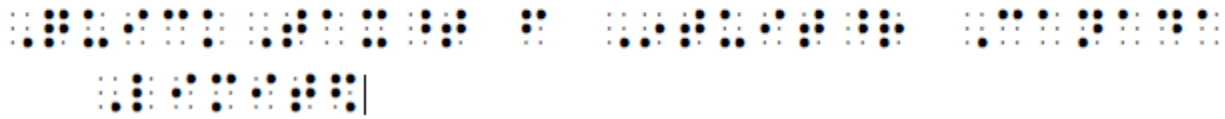
Believe it or not, this question has come up a few other times, it must be time to put into a Weekly Dose. Just as a reminder, both the trademark sign ⠹⠹ and superscript ⠡ are both special symbols.

RULE 3.8

Follow print for the use of the **trademark signs**. Usually, the trademark sign appears raised from the baseline in print. This is not considered the superscript position.

Example 3.8.1

QuickTax™ from Intuit® Canada Limited



Source: Rules of Unified English Braille Second Edition General Symbols and Indicators.